

5.28% of the monthly turnover generated from the very first month of SmartBusiness implementation

Company: IT Republic
Industry: E-commerce
Focus: Industrial Equipments

Increased turnover using customer-driven AI recommendations from the first month

Introduction

EbricoTools distributes and sells through its online platform technological equipment and machinery, in the industrial and construction fields. From welding machines, drills, concrete drills, and steel drills, to wrench heads, screwdriver heads, and rotary hammers, all these devices are available on the online store.

After using the SmartBusiness #recommendation #engine, EbricoTools managed to generate 5.28% more sales from the first month of implementation of SmartBusiness.

SmartBusiness is helping EbricoTools to increase sales and personalize recommendations for each visitor, considering that our software works as a human sales assistant in the online environment, understanding what the client is looking for and offering him alternative products of the best deal (price-quality type).

The Story of EbricoTools

EbricoTools is a company that operates on the market of suppliers of technological equipment and machinery in the industrial and construction field. The permanent strategy of EbricoTools has been to offer customers the best technical-economical solutions at the lowest possible costs. As a result, EbricoTools can offer complete solutions that include consulting on the right choice of products, installation, and testing of the equipment sold.

Before the collaboration with SmartBusiness, EbricoTools was facing big problems in terms of losing customers due to the lower prices of products in the same category from competing companies, customers often not reaching the alternative products on the website, and the rate drop-off being high. However, after starting the collaboration with SmartBusiness, sales increased, with customers having a sales assistant who assists them at every step on the website, thus reducing the drop-off rate and reaching products that suit their needs much faster.

EbricoTools decided to work with SmartBusiness both because of the experience of the founder and the team in digitizations, innovation, and sales growth, as well as sales results of other companies which are using SmartBusiness (and which are in contact with EbricoTools owner), being able to satisfy the needs of customers and creating delightful experiences increasing the sales.

The Challenge of Price in a Very Competitive Market

Although EbricoTools is an online store very well niched in the industrial and construction equipment segment and, more specifically, with a focus on welding machines and power generators, it still has a lot of competition, consisting mainly of very large, albeit generalist, e-commerce companies.

As the products sold by them have a higher price in general, for buyers, the price is significant, and the buyers are affected. Therefore, even a tiny margin makes the difference between buying from them and the competition.

Although in telephone or face-to-face sales they efficiently managed to fight a lower price offered by the competition, offering alternative products, similar in terms of characteristics, below the cost of the competition, online things were completely different.

Because in the online store, they couldn't offer the customer real-time alternative offers that might be better than those of the competition, thus losing the customer to competitors who had a lower price.

Why EbricoTools Choose SmartBusiness?

Even though for Ebricotools the loss of online customers due to the lower prices offered by the competition was a painful problem, they had not found a solution.

The SmartBusiness team approached them with a demo and the opportunity to try it free of any commitments.

How SmartBusiness Responded?

We helped him with advice on creating a feed richer in the metadata so that the Smartbusiness algorithms have enough data to make predictions and recommendations as accurate as possible. And with the integration.

At first, the client was skeptical, but as the results started to appear, the situation changed.

The Results

After the first 30 days, we were able to measure together a 5.27% increase in sales compared to last year's monthly average. And a ~2% decrease in losses generated by not finding the product the visitors were looking for.

Sales from recommendations						
<input type="text" value="2022-02-14"/> <input type="text" value="2022-03-16"/>						
Order ID	Product	Quantity	Price	Date	Product URL	
6739		1 Pcs	369.84 USD	2022-03-16 11:23:02	Link produs	
6739		0 Pcs	369.84 USD	2022-03-16 11:23:00	Link produs	
6679		1 Pcs	85.84 USD	2022-02-22 11:59:43	Link produs	
6671		1 Pcs	2521.7 USD	2022-02-18 15:46:37	Link produs	
6688		1 Pcs	684.2 USD	2022-02-17 21:27:40	Link produs	
6667		1 Pcs	2519.66 USD	2022-02-17 20:30:13	Link produs	
6686		20 Pcs	519.2 USD	2022-02-17 15:13:25	Link produs	
6666		1 Pcs	519.2 USD	2022-02-17 15:13:24	Link produs	
6659		1 Pcs	1757.8 USD	2022-02-17 09:58:04	Link produs	
6657		1 Pcs	1771.8 USD	2022-02-17 02:30:12	Link produs	
6656		0 Pcs	727 USD	2022-02-16 15:35:29	Link produs	
6656		2 Pcs	727 USD	2022-02-16 15:35:22	Link produs	
6655		1 Pcs	531.53 USD	2022-02-16 15:23:50	Link produs	
6655		1 Pcs	531.53 USD	2022-02-16 15:23:50	Link produs	
6655		1 Pcs	531.53 USD	2022-02-16 15:23:49	Link produs	
6645		1 Pcs	3115.35 USD	2022-02-15 11:55:07	Link produs	
6644		1 Pcs	1400 USD	2022-02-15 07:09:54	Link produs	
6643		1 Pcs	3115.35 USD	2022-02-14 16:18:28	Link produs	
Revenue through recommendation			21798.37 USD			

The client decided to use SmartBusiness as a daily instrument to foster sales and now is exploring the rich chart reports to understand better his client's buying journey.

Get started for free or get a demo now and begin to increase your sales through the AI SmartBusiness #recommendation #engine.

Get in touch and rock with us [here](#).
